

Menu of Services

Brand Toolkit

This is the design and documentation of your brand standards (style guide), serving as an essential set of **rules that explain how your brand works.**

Sample Deliverables Include:

1. Logo
2. Corporate Color Swatch
3. Font System
4. Style Guide
5. Writing Guide
6. Brand Strategy / Editorial Calendar
7. Social Media Avatar
8. Social Media Guidelines

Marketing Collateral

The brand usually presents itself by way of its marketing collateral—materials used to support the sales of a product or service targeted to **specific markets or audiences.**

Sample Deliverables Include:

1. Business Cards / Other Stationery
2. Brochures / Overviews
3. Print Design Template
4. Web Design Template
5. Email Marketing / Newsletters
6. Direct Mailer
7. Advertisements
8. Pull-Up Banners / Displays

Sales Collateral

The brand also presents itself by way of its sales collateral—materials used to support the sales of a product or service for **individual opportunities.**

Sample Deliverables Include:

1. Powerpoint Presentations
2. Interactive Presentations
3. Brochures / Overviews
4. Proposal Development
5. Banners / Posters
6. Flyers / Post Cards

Custom Graphics

We'll create any other custom graphics used to support branding, marketing, and sales efforts. This also includes **other cool digital and fine art.**

Sample Deliverables Include:

1. Logos / Specialty Symbols
2. Infographics
3. Product Visualization
4. Photography
5. Video
6. Fine Art / Digital Art
7. Printing Services
8. Ongoing Marketing / Sales Support

Event Support

We'll develop materials used to **promote events, conferences, and meetings.** We'll also create materials used to support the sale of a product or service at such events.

Sample Deliverables Include:

1. Invitations / Thank You Cards
2. Brochures / Overviews / Programs
3. Menu Design
4. Pull-Up Banners / Displays
5. Tradeshow Graphics / Swag
6. Other Presentation Resources